REPORT / RECOMMENDATION

To: Mayor and Council

From: Jordan Gilgenbach, Communications Coordinator

Date: Sept. 3, 2013

Subject: 2013 Images of Edina Photo Contest Presentation

Agenda Item #: V. B

Action ☐
Discussion ☐
Information ☒

Action Requested:
Present the 2013 Images of Edina photo contest awards.

Information / Background:
The City established the Images of Edina photo contest in 2004 to recognize and collect photographs that capture Edina as a preeminent place for living, learning, raising families and doing business. Each year, residents and employees who work in Edina are called to submit their favorite "Edina" photos taken over the past year. The photos are judged on subject matter, composition, clarity, depth of field, lighting, quality of color or black and white, artistry and drama, degree of difficulty, Edina relevance and overall impact.

This year's panel of volunteer judges includes Alex Gaterud of Edina Magazine, Polly Norman of Polly Norman Art and Kyril Negoda, Graphic Designer for the City of Edina.

From the submitted photos, judges chose the winning photographs in five categories representing the City's vision statement: Living, Learning, Raising Families and Doing Business. New to this year's contest is a reader's choice winner. They City partnered with Edina Magazine, which allowed photos to be submitted online. Once submissions were finished, the photos were published on Edina Magazine's website for readers to vote.

The winners of the 2013 Images of Edina Contest are:

- Living: People – "Puddle Jumper" by Megan Norman
- Living: Plants & Wildlife – "The Eagle Has Landed" by Jennifer Cossack
- Learning – "Senior Moment" by Annie Engen
- Raising Families – "My Rearview Mirror" by Erica Hacker
- Doing Business – "Dentist" by Megan Norman
- Readers' Choice – "Celebrating Spring Break" by June Swart

Of the category winners, one photo was chosen as the overall winner, and will be announced at the City Council meeting. Mayor Jim Hovland will present awards to all the winners. Most of the award winners are expected to be in attendance and will pose for a photo with the mayor.

The photos will be framed and hung in the Finance Department at Edina City Hall, along with the winners of the 2012 contest. The photos will also be printed in Edina Magazine and may be used in the City's publications, such as About Town.

The Communications & Technology Services Department would like to extend a "Thank You" to everyone who submitted a photo to the photo contest, to the judges who volunteered their time and to Edina Magazine for partnering to make this another successful year.

The 11th-Annual Images of Edina photo contest will accept entries April through mid-June 2014. Photo submissions can be made on EdinaMag.com. Additional information can be found at www.EdinaMN.gov.